

DRIVING IN-CAR AUDIO INNOVATION

LAURENCE HARRISON

Radioplayer

WE PUT RADIO FIRST

Radioplayer is
the broadcaster-owned,
global, tech company.

Built on one principle
collaborate on technology,
compete on content.

Purpose
To keep radio strong,
great and free in cars
and beyond.

OUR FOCUS IS AUTOMOTIVE

THE DRIVER IS RADIO'S SUPERPOWER.

By far #1 for daily reach and habit.

91% of drivers expect radio to be
one click away

Advertisers know: scale + engagement
no one else matches.

#1

IN CAR AUDIO
SOURCE

91%

SAY RADIO IS
IMPORTANT WHEN
BUYING A CAR



Fundamental changes:

NEW TECHNOLOGY
NEW COMPETITION
NEW OPPORTUNITIES

12:10
Perfect Me
Blossoms

2 RTT Radio X



Radio X London

OFF °C

Fundamental change:

RADIO NOW LIVES ON A SCREEN







**SOUND ALONE
DID IT FOR
100 YEARS.**

**ITS NOT
GOING TO FOR
THE NEXT 100.**

This is an
opportunity to
make radio shine.
Metadata is vital

 Radioplayer

**"WE SEE HIGHER
RADIO USAGE AMONGST
DRIVERS OF CONNECTED CARS"**

Radioplayer's role

OWNED BY BROADCASTERS

TRUSTED BY CARMAKERS

LOVED BY LISTENERS

MEET DRIVER EXPECTATION:

PROMINENT AND EASY TO ACCESS
GREAT, SIMPLE BUT RICH USER EXPERIENCE

OPERATIONAL CLARITY:

ONE TRUSTED, GLOBAL PARTNER FOR RADIO
CONNECTIONS WITH BROADCASTERS ON THE GROUND

TECH FOR RADIO DONE RIGHT:

ROBUST, SCALABLE TECHNOLOGY
INNOVATION AND PARTNERSHIPS TO DELIVER THE BEST UX

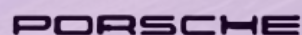
 Radioplayer

GLOBAL COLLABORATION

Ensuring radio stays built-in prominently.

Partnerships with 17 Carmakers.

Guarantees premium, native presence for radio.



Radioplayer In-Car

HYBRID RADIO: THE BEST OF
BROADCAST AND INTERNET





IP

BBC RADIO 6 MUSIC

Music beyond the mainstream



COMMERCIAL UPSIDE

**MORE
RADIO
=
MORE
VALUE**

**PREMIUM
PRESENCE
=
HIGH
ATTENTION**

**DATA &
INSIGHTS
=
NEW
COMMERCIAL
VALUE**



**RADIO IS LEADING
THE DIGITAL SHIFT.**

THANK YOU!